

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPARIS, INC.

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PLAYERS LIGHTS 25's

5 free in every pack.

I'm tickled pink!

25 of the finest for the price of 20.

Kings & 100's
Regular and Menthol

MR's suggested pricing based on full price brands.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Kings: 10 mg "tar," 0.8 mg nicotine - 100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.